



## Marketing researches concerning consumers' interest in purchasing canned products

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Informing, which essentially necessary in decision-making, means involving resources from the firm. The size of the effort necessary to get information varies according to importance, complexity, size of the problem studied, etc. The efforts made to carry out marketing research diminish or remove the risk of important losses that can result from decisions lacking scientific founding. Marketing research is a systematic, objective process generating information necessary to adopting marketing decisions. It supposes collecting, investigating, and analysing information related to the marketing of goods, services, organisations, people, places, and ideas. Thus, marketing research has the role of identifying and assessing marketing opportunities, of analysing and choosing target-markets, of founding the planning, and of achieving marketing mix. This marketing research aims at studying consumers' interest in purchasing canned products. The sample we studied was made up of 100 subjects.